

**DIGITAL  
PRINTING  
INSIDER**CORPORATE ENTERPRISE  
MARCH 2013**NEED A PARTNER YOU  
CAN COUNT ON?****STRONGER TOGETHER.**

Canon Solutions America unites the power of Océ production printing solutions with the strength of Canon. Together, with our customers, we can do anything.

**TOGETHER WE CAN DO ANYTHING.**

The print industry continues to evolve with new technologies and tools being developed at a dizzying pace. With so many variables in play, it is important to filter the core trends from the noise.

Read what the industry experts at InfoTrends see as the top ten trends you should be thinking about in 2013. Go to [ProductionPrintingSolutions.com/CE](http://ProductionPrintingSolutions.com/CE) to download the FREE InfoTrends white paper: *Road Map 2013: Business Development Strategies*.

**WE VALUE YOUR OPINION**

Heather Matthews,  
Transactional / Direct Mail  
Segment Manager,  
Canon Solutions America

I'm Heather Matthews, your new Canon Solutions America (CSA) Corporate Enterprise Segment Manager. I've been in the industry for over 10 years, most of them at Océ (now Canon Solutions America) for Production Printing.

A key facet of my role is to understand critical industry trends, customer needs and pain points specific to the Transaction and Direct Mail segments. I share that knowledge internally to influence the products and solutions we bring to market and make available for our customers. This strategy ensures that we design and provide solutions to meet the needs of the marketplace.

There are many ways I stay abreast of changing industry dynamics, but none are better than hearing from end users directly. That's why several years ago we established the Transactional Printers Advisory Council (T-PAC), made up of customers and non-customers alike representing a variety of companies. We meet twice a year in live, full-day sessions to provide product roadmaps, learn and share best practices, key pain points, industry trends, and more. The feedback we get helps us better allocate resources to product development, support and service programs to the benefit of our entire industry.

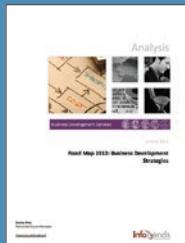
In our last T-PAC meeting I heard a great deal about what our members look for in a partner and what they think about Océ's transition to the new Canon Solutions America.

**HERE IS A RECAP OF WHAT T-PAC MEMBERS SHARED:****WE WANT A PARTNER THAT:**

- Understands our business
- Provides one point person for all of our business needs
- Offers future-proof solutions with a clear migration path

**Learn more, Visit:**[OcéProductionPrinting.com/CE](http://OcéProductionPrinting.com/CE)

- InfoTrends White Paper: *Road Map 2013: Business Development Strategies*



**Take a short survey  
and you will be  
entered for a chance  
to WIN a Canon  
Rebel EOS® Camera!**

[ProductionPrintingSolutions.com/CE](http://ProductionPrintingSolutions.com/CE)**Questions?**

**Call Us:**  
1-877-623-4969

**Email Us:**  
[us.oceinfo@csa.canon.com](mailto:us.oceinfo@csa.canon.com)



## WE VALUE YOUR OPINION (CONTINUED)

### WE NEED HELP WITH:

- Marketing to and educating our customers on the value of digital print
- Industry information such as market data, white papers, and case studies
- Streamlining our business to maximum efficiency

### WHAT DO WE THINK OF OCÉ BECOMING CANON SOLUTIONS AMERICA?

- Océ now has the power of the Canon brand and strength of their financial position. With this new organization, we expect that we will see outstanding new levels of R&D and training resources.
- Océ production printing solutions as we know them, and the people that we have been working with haven't changed – and that is good. We enjoy the stability of our relationships and Océ has always demonstrated high value for their customer relationships.
- Océ has expertise in production printing. And that, teamed with Canon's philosophies and culture, will be synergistic in the long term.

It's great hearing from our T-PAC members – but I'd like to hear from all of our customers and non-customers alike.

**Please take five minutes to answer a ten-question survey to tell me what YOUR pain points and key challenges are.**

As a thank you, all completed surveys will be entered for a chance to win a Canon Rebel EOS camera!

Sincerely,

Heather Matthews

Transactional/Direct Mail Segment Manager

Production Printing Solutions

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**Visit [ProductionPrintingSolutions.com/CE](http://ProductionPrintingSolutions.com/CE)**

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### WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

#### NOT YET A CUSTOMER?

Access our robust Digital Printing Resource Center for a wide array of educational and informational resources such as:

- Customer videos
- Press demos
- Webinars
- White papers

**Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)**

#### ALREADY A CUSTOMER?

Tap into even more robust business development resources by logging into your PressGo! account to access:

- Valuable development resources
- Training invitations
- Free marketing templates
- Peer engagement opportunities

**Register or login at [MyPressGo.com](http://MyPressGo.com)**

### STRONGER TOGETHER.

The Océ brand has a reputation for high-speed production printing solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow's innovations to help you grow your business, control costs and practice environmental stewardship. Whether it's improving productivity or opening new markets and applications, together, with our customers, we can do anything.

Visit [CSA.Canon.com](http://CSA.Canon.com) or call us at 1-877-623-4969.



### Questions?

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Download a QR code reader app and scan with your smart phone to learn more about Canon Solutions America Production Printing Solutions!

**Canon**

CANON SOLUTIONS AMERICA